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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Serial No.09/534,916
Filing Date March 23, 2000
Inventor Marsh
Group Art Unit 2876
Examiner Lee, S.
Attorney's Docket No. MS1-525US
Title: Enhancing Smart Card Usage For Associating Media Content With
Households

RESPONSE TO OFFICE ACTION DATED MAY 23, 2001

To: Commissioner of Patents and Trademarks,
Washington, D.C. 20231

From: Allan T. Sponseller (Tel. 509-324-9256; Fax 509-323-8979)
Lee & Hayes, PLLC
421 W. Riverside Ave., Suite 500
Spokane, WA 99201

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In the Claims:

Claims 1-51 were previously pending.

Claims 16, 21, 34, and 50 are amended.

Claims 1-22, 24-46, 50, and 52-54 are pending.

Please cancel claims 23, 47, 48, 49, and 51 without prejudice.

Pursuant to 37 CFR 1.121(c)(1), please replace the current versions of
claims 16, 21, 34, and 50 with the following clean copies of claims 16, 21, 34, and
50: